

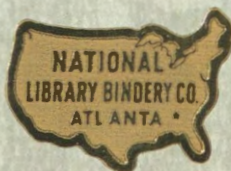
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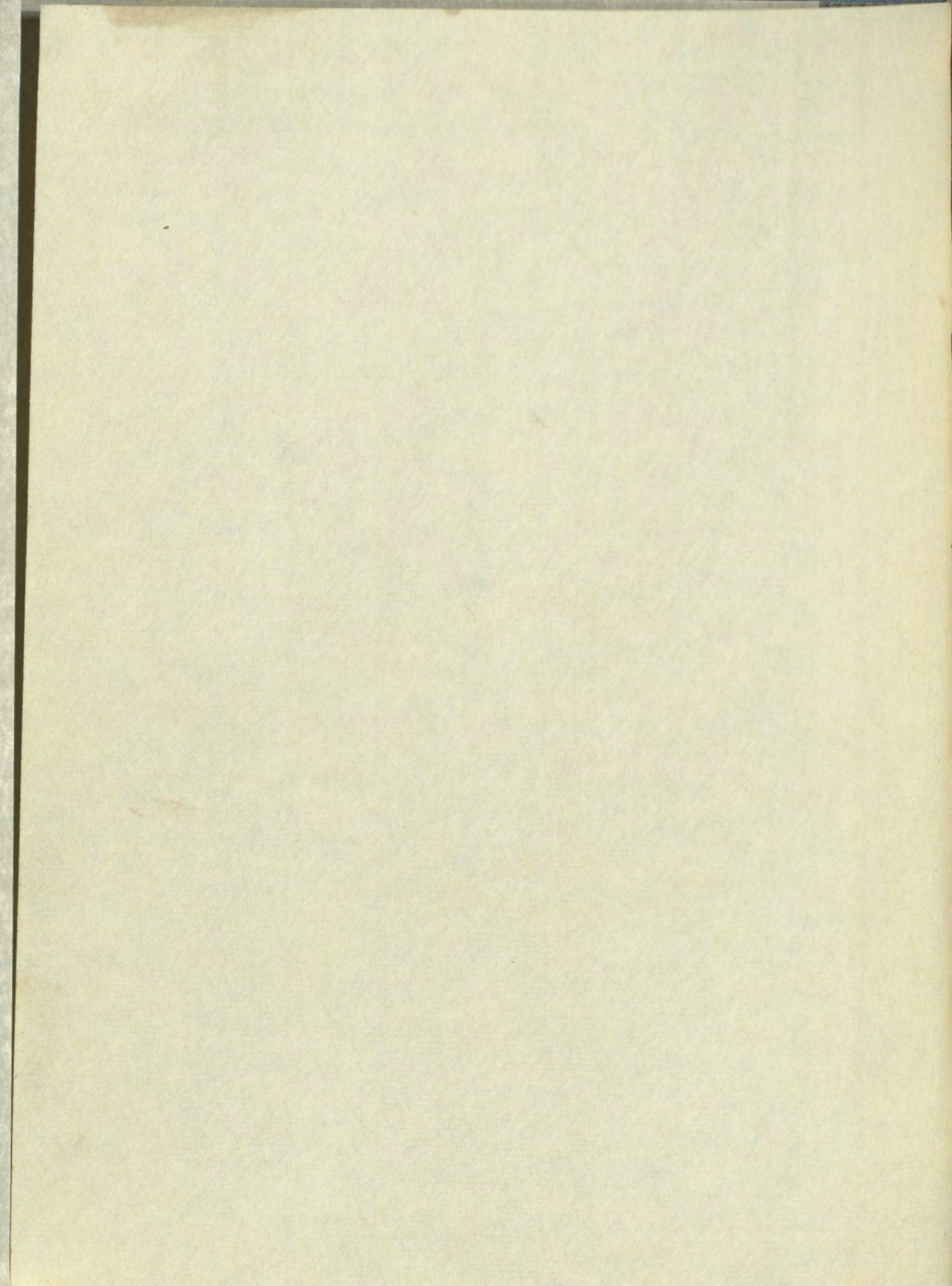
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THE SUMTER COUNTY FLORIDA LAND COMPANY.

INCORPORATED, 1884.

NEW YORK OFFICES, 19 PARK PLACE,
Rooms 25 and 26.



CAPITAL STOCK, \$100,000.

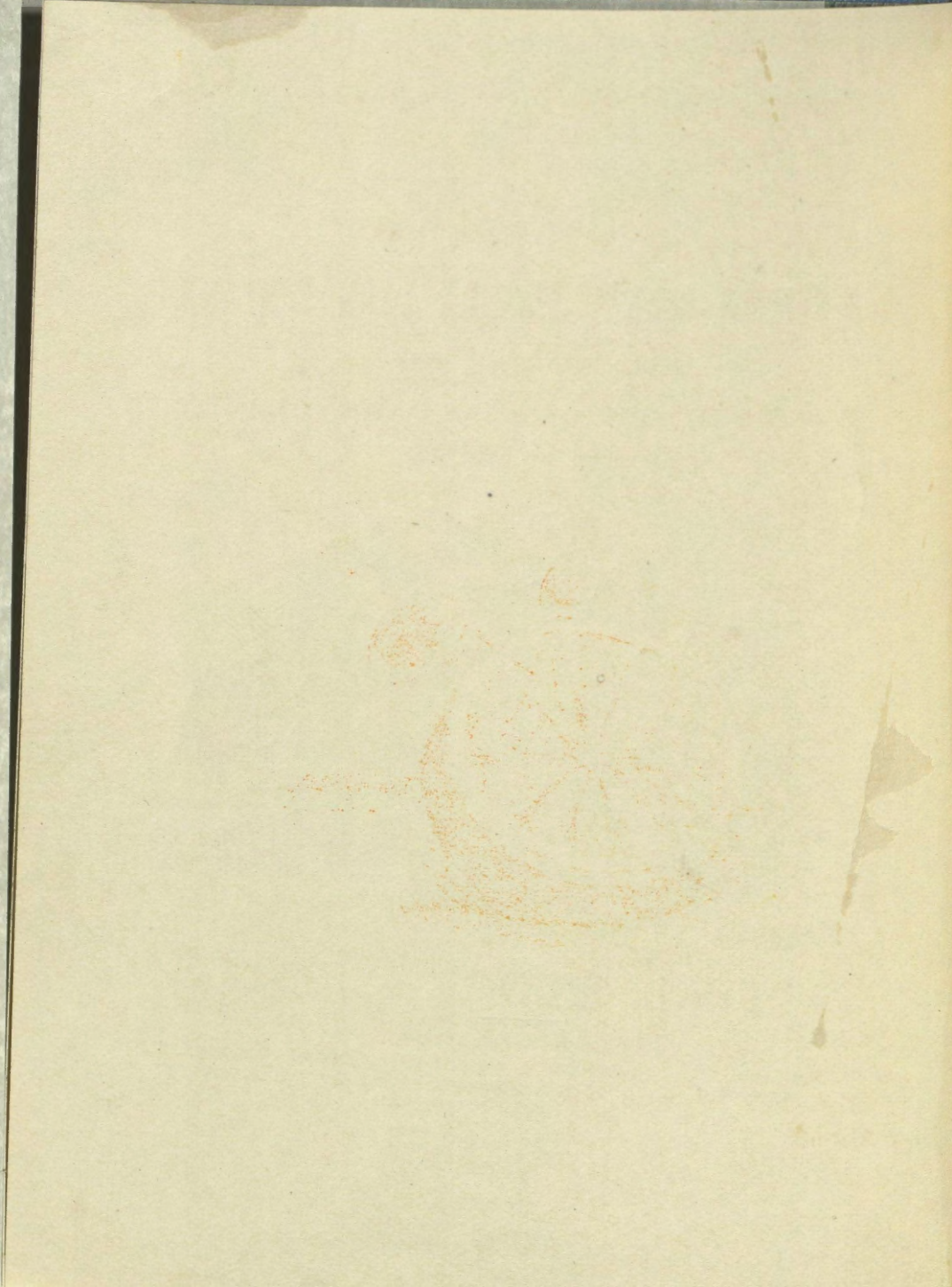
INCORPORATORS:

M. W. COLLINS.
JOHN G. HERNDON.

GEORGE M. HUBBARD.
J. A. R. DUNNING.
G. C. STAPYLTON,

GEORGE HOLLINSHED
EDWARD S. TRACY.





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George Hollinshed.
Edward S. Tracy.

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The Sumter County Florida Land Co.

The Company owns several thousand acres of carefully selected orange lands situated on the line of the Florida Southern Railroad.

The Company presents this pamphlet to the public, with the intention of giving a truthful statement of the advantages to be derived from investments made in their lands, either by the actual settler, or by parties who prefer to give the Company contracts for the improvement of their land, planting and care of their groves, until they are ready to take the management of their property themselves. These lands are offered at moderate prices, and all contracts for clearing, fencing, planting, and care of orange trees will be made at the lowest cost that will ensure satisfactory results. Our General Manager and other members of the Company have had many years' experience in the planting of groves, and contracts will be carried out under their personal management and direction. The Company selected their lands in Sumter county, in preference to other sections of Florida, for several reasons.

1. Its general elevation—which is about 200 feet above tide water, affording this section the perpetual and uninterrupted breezes of both the Atlantic and the Gulf of Mexico. The county forms one beautiful plateau overlooking all its surroundings, variegated with lakes, rivers, and strips of rolling country, and is fertile and salubrious in a rare degree.

2. Sumter county is situated in South Florida, below the 29th parallel of latitude, and although it is 150 miles south of Jacksonville, its transportation facilities are now above those of any other county in the State.

3. Actual experience has proved to us that Sumter county is not any more liable to damaging frosts than any of the other counties in South Florida. The exceptional severity of last winter afforded us an opportunity to make comparisons. Our orange groves were not appreciably affected by the cold, whereas, groves in certain localities many miles further south sustained some injury. From our experience we have been convinced that there is no advantage to be derived from being further south than Sumter county, but, on the contrary, the great disadvantage of the longer distance of transportation and the increased percentage of loss on perishable produce incident to the greater length of time required for shipments to reach the northern markets.

4. These lands are situated in a remarkably healthy locality. Their elevation and absolute remoteness from swamps render them entirely free from malaria. There has never been a case of sun-stroke, yellow fever or cholera. It is a region without diphtheria or cholera infantum to devour the children. With no attacks of pneumonia or inflammatory rheumatism. Where the inhabitants have no trouble with catarrh, neuralgia, hay fever, bronchitis or asthma, and no pulmonary consumption unless it is imported.

SUMTER COUNTY.

Sumter county is bounded on the north by Marion county, east by Orange, south by Polk, and west by Hernando. Its western boundary is 35 miles from the Gulf Coast, and its eastern about 60 miles from the Atlantic.

The county averages in length about 45 miles north and south by 35 miles in breadth east and west. It contains over 1,500 square miles. The general characteristics of Sumter are similar to those of the counties which form its boundaries, but, as already indicated, it has in many respects, superior advantages. The Ocklawaha river connects the waters of Lakes Griffin, Harris and Eustis, in the northeastern portion of the county, with the St. Johns river; and Lake Panasoffkee on the west, connects with the Gulf through the Withlacoochee river. The lands in Sumter county are exceptionally good, and orange growing is the prevailing interest. No county in the State is better adapted to fruit growing, while stock raising and the agricultural staples of the South, afford a sure reliance for the profitable investment of labor and capital. The vast tide of visitors, to this day, have halted chiefly on the sea-board towns, and along the banks of the St. Johns river. Most of them have seen and heard nothing of these great tracts of beautiful rolling country scattered throughout the interior, fertile and salubrious beyond all they have examined. The guide books for travelers have described the entire St. Johns river country, and mention the Ocklawaha, stopping, however, abruptly at Silver Spring as if this were the *ne plus ultra* of that part of the State. During the summer months, northern people make their exodus into the mountains and to the sea-side, to get the benefit of the pure mountain air and bracing sea breezes. All are very careful to avoid taking their families to the

river side or to the malarial districts. But when these same people come South, they forget the precautions they exercised in the North during July and August, and spend their winter months or make permanent homes on the low banks of the St. Johns river, instead of moving into the interior of Southern Florida, where high rolling lands, pure water, delightful breezes, and good health can be enjoyed all the year round. The want of transportation has hitherto been our great drawback. Now we have two railroads running through Sumter county, in addition to our water communications. The trains have parlor and drawing-room cars attached, and in eight hours' time the traveler can be carried 150 miles south of Jacksonville, without change of cars.

PINE LANDS.

Florida lands are ordinarily classified as pine lands, hammocks and swamp lands. The greater portion of the State is covered with pine—the pitch and yellow pine. The hammocks, high and low, are densely covered with hard woods, such as magnolia, gum, hickory, live oak, etc. The swamp lands are more or less timbered with cypress and soft woods. Pine lands are generally elevated and rolling. The timber is very regularly distributed, uniform both in size and length, and straight. Grass covers the soil; no undergrowth is seen except near the borders of creeks, and no palmetto roots near the surface. These lands have a durable fertility, and are well adapted to the usual agricultural products and semi-tropical fruits. They are found to withstand drought well, and in rainy seasons, growing crops are not affected except favorably. These lands are healthy, the water is pure, and it costs little to prepare the soil for cultivation. It is noticeable that the early settlers

selected these lands especially for residences and home farms, good health, pure water, comparative freedom from insects, good soil for crops and fruit, and ease of cultivation. Experienced growers select this class of land for orange groves. It may be mentioned here, that all pine lands are favorable to health. The resinous, balsamic odor of leaf and tree, the absence of undergrowth giving free circulation of air, the leafy crowns of the waving pines giving a grateful shade from the rays of the midday sun, combine to fix the settler's residence in a natural park—the pine forest. As to what lands are best to purchase, and as to the relative merits of pine and hammock lands, there is a theory that we are disposed to entertain as to why the greater portion of the State of Florida is covered with pine trees, which are evergreen, instead of with deciduous and other hard wood trees, the growth of which upon land in Florida causes it to be distinguished as “hammock,” a distinction so far as the original character of the soil is concerned, without a difference.

From various causes, often from carelessness and accident, and sometimes purposely by the owners of cattle, the wild lands of Florida are annually burned over.

The pine trees are propagated from seeds that fall from the cone, late in the autumn. The seeds are provided with thin membranous wings, upon which they are blown by the wind and distributed over the lands. The winter rains plant them. Early in the spring the young pine appears as a green spike that shoots up six or eight inches before its leaves begin to spread. When it is about ten or eleven months old, the annual wood burning takes place. Fire sweeps over the face of the pine region. Every sprig of grass, ever weed and every *deciduous* shrub and tree, that has sprung up since the last annual burn, is destroyed. All the hard wood

growths have their eyes or buds distributed regularly along the stalks and stems, entirely unprotected from fire, and, as the growth of all plants of this character is slow in its early stages, as compared with the pine, none gets far enough advanced in the twelve months to rise above the flames; and so they perish, while the young pine escapes with a severe scorching. The green leaves of this young tree are practically non-combustible, and the only bud it bears is in the top of the stalk, and thoroughly enveloped in a green coating. Thus, upon the principle of the survival of the fittest, the pine tree becomes master of the situation and sole proprietor of the woodland. But natural and artificial barriers are often offered to the progress of these forest burns. Natural impediments consist of gullies, creeks, rivers or ponds, which the fire does not cross when travelling before some prevailing wind. If the rainy season, which comes before the annual burnings have begun, has been an exceptionally wet one, all depressed places become filled with water. These flats sometimes extend considerable distances in irregular courses. Imagine the woods on fire, with flames traveling along slowly towards the southwest, before a gentle northeast wind, destroying every vestige of vegetation not too much grown to be within its reach. Suddenly they encounter a slight depression in the surface of the land where stands an inch or two of rain water. The depression reaches, perhaps, in an irregular course for miles either way. It of course puts an end to the burn. On the opposite side of this wet depression, the little oaks, hickories, magnolias and bays that have put up since the last burn, are not swept away this year, but get another season's growth. This first season's escape is enough to give these deciduous trees a foothold, and enable them to rear their heads high enough to escape complete de-

struction, even should no protecting water intervene the second year. Here then we have an incipient hammock making its beginning on pine land, in no particular different from or better than that over which the fire has swept and which remains pine land.

The most troublesome and expensive process that a settler in the woods has to encounter, is the felling of trees and clearing of land. In Florida it costs from two to ten times as much to clear an acre of hammock land, as it does to prepare an acre of pine land. Twenty, thirty or fifty years ago, these hammocks were identically like the present pine woods. Any potash, phosphates or nitrogenous matter they may now contain in excess of the adjacent pine lands, is entirely owing to the annual supply of foliage deposited and the moisture engendered by the shade. Processes of decomposition of vegetable matter are rapid; and so soon as the supply of humus is exhausted in this costly hammock land, it will resolve itself into its original condition, and about the fourth or sixth year of cultivation, will become a tolerably fair quality of sandy land. Calculate what advantage the man paying fancy figures for a piece of hammock and exorbitant prices to get it cleared, and then exhausting it in a few years, has over a more frugal person who saves his cash by buying pine land and building it up in a few years by judicious cultivation and the turning under of fertilizing crops. There is no question that the making of an orange grove on hammock land is attended with more satisfactory appearances and results during the first two years. But before purchasing land, let the prudent investor take a careful look at two old groves, one on pine land and the other on hammock land, and if he can see a sufficient difference in the character of the trees and fruit of the latter, over the former, to justify the great difference in cost, he will

be able to do more than we can after several years of observation. A good point for a settler to make a note of, is the fact that in the majority of cases the difference between the original cost of purchase and clearing of pine lands and hammock lands, if judiciously expended in tillage and suitable fertilizers, will make the pine lands better land than the hammocks. Pine lands are all productive. They are not hilly, but for the most part undulating in their surface. In some places however, these elevations amount to hills. Some of the hills in Sumter county are regarded as among the highest points in the State. These lands from their accessibility and productiveness, the facility of fertilizing with cattle, and the impression of their healthfulness above hammock lands, have induced their inclosure and tillage when the hammock lands were hard by, but more difficult to prepare for cultivation.

ORANGE CULTURE AS AN INVESTMENT.

We are frequently asked, "How much capital is required to enable a man to engage in growing oranges?" "Can a man with moderate means set out an orange grove and make a support from the land while the trees are growing?" etc.

These, like many others of analogous character, are very pertinent inquiries, but quite beyond most persons' capacity to answer. The amount of capital required depends, of course, on the extent to which the enterprise is pursued. The cost of land, trees, labor and support is all involved, and this varies as to localities and what might be thought a support by different people. It has been customary heretofore by writers on this subject to submit estimates of the cost of these several items, appended to which frequently occurs such an

entry as "Value of five acres in bearing trees seven years old, \$ —, etc." For the settler, of whose capacity for labor, intelligence, perseverance and other qualities that may aid or hinder success we know nothing, we do not attempt any such table. In orange culture, as in any other pursuit, much depends on the individual, and we have been quite unable to reconcile the great discrepancies of *experimenters* in their estimates of bringing a grove into bearing. It is certain, however, that orange growing has an almost incomparable advantage over almost any other pursuit. There is no such thing connected with the undertaking as an absolute *failure*. A tree once put in the ground is *there*, and there it will stay. So much is done. The first year it makes some growth, and eight per cent. or ten per cent. of the time that must elapse before this investment of say \$1 will be worth \$20 per annum has passed. Another year rolls by, but the tree is larger and another round percentage of the period of probation is removed. The ten-acre tract purchased two years before in a wild, rough state has now several hundred young trees on it in a thrifty condition, and is two years nearer the bearing period. Now, the two years of time that have been killed are *the profit on your investment*. You are worth much more money than when you began. Every year added to the age of a grove materially enhances its value, especially where, as is the case in Florida, each year swells the number of wealthy people coming into the country anxious to buy ready made or well advanced groves.

The settler who goes to the great West may expend his entire means in getting himself established the first year; but the second season sees his wheat and corn ready for market and some of his money coming back, or, in other words, he is in about as prosperous a condition at the beginning of his third year as he is likely to

be at the end of his tenth or twentieth. His operations are of an annual character, and the result of his efforts is reached whenever he gets as much land under cultivation as he and his team can handle. But the Florida orange grower *plays for a much larger stake*. If he can hold his grip for a few years, even on but ten acres in orange trees, he is a rich man. Upon an investment contemptibly insignificant and practically within the means of almost any industrious man, he may surely expect an income in ten or twelve years that would represent the interest to be derived from several hundred thousand dollars invested in United States bonds or other good securities. It is doubtful whether anywhere else in the United States an acre of land can be turned to such financial account as in Florida. When an orange tree comes into bearing 1,000 oranges it is valued at one hundred dollars all over Florida. The cost of cultivation need not be deducted, as the rapid increase in the production of its fruit is so great that its value is above the income it yields. It may then thrive and yield its fruit in abundance for 150 to 200 years. The most reliable information that can be furnished as to an orange grove being a good investment is to produce a short statement of some of the incomes derived from orange groves in Sumter county.

One large tree growing in the yard of Mr. Brown, at Webster, has yielded \$80 worth of fruit annually. A tree owned by Mrs. Hamilton, in Sumterville, netted its owner \$47. Mr. Joseph E. Fort, of Scotts Mills, has two orange trees that netted him last year \$51. Mrs. Lanier, west of Leesburg, owns a tree that measures fifty-two inches in circumference, and yields 4,000 oranges per annum, representing from \$40 to \$80. Mr. John Condry and Mrs. Swackard, at Adamsville, and others, have trees which yield from 3,000 to 4,000 oranges per year.

Mr. L. B. Lee, of Leesburg, has sold \$1,500 worth of oranges from *an acre of trees*. Col. T. C. Lanier has some trees that have netted \$20 per tree, and are not over half grown. Our Vice-President, M. W. Collins, has one tree that netted \$70 last year. Colonel Hart, of Palatka, has one tree that produced \$300 in one season.

WILL NOT THE ORANGE BUSINESS BE OVERDONE?

The age to which the orange tree lives—from 150 to 200 years—is so great that Americans do not know how to consider it in the light of a *permanent* investment. The fear has sometimes been expressed that the business will be overdone; that the supply will after a time exceed the demand, and the price of the fruit so decline that the orange will cease to be very profitable to the grower. Those who entertain this fear have certainly not considered the facts. The area of the states with climate suitable for growing the orange is comparatively insignificant. The southern portion of California, a very small part of Louisiana, and, at the most, one-twentieth of the whole of Florida, if devoted to orange culture, is but a trifle compared to the vast sections of the United States which will be well filled with inhabitants long before the orange-growing districts can be brought into bearing. The present yield of fruit grown in the United States furnishes hardly one orange a year to each inhabitant. Our population is likely to double, judging the future by the past, in the next thirty or forty years. To furnish such a population with only one orange or lemon a day will require no less than 30,000,000,000 oranges or lemons per annum.

The skill in gathering, curing and packing the late and early varieties, now appearing, will enable the

grower to furnish for the market, at all seasons of the year, either oranges or lemons. The wholesomeness of the fruit, together with its medicinal qualities, will increase its popularity as an article of food until it will be universally used. At present the production of Florida oranges is so small that they are not known in the markets of many of our larger cities. The foreign varieties offered in those markets, even when fully ripe and eaten fresh in their own countries, will not compare with the Florida orange; but, in order to reach this country in sound condition, they have to be gathered when green, and hence are not only unpalatable, but unwholesome. When the Florida orange becomes generally known, and the supply is adequate, it will exclude foreign fruit, and, because of its undisputed superiority, become universally used. Only a small proportion of those sections with climates sufficiently mild to grow the orange can ever be made available. The long dry seasons of California prevent the possibility of growing this fruit in that State except by irrigation, while there the estimated yield per tree is only 600 oranges. In Louisiana the possible area is but small. In Florida the climatic conditions are extremely favorable, but the land and locations suitable are certainly not over one-twentieth of the State. Of this but a portion can ever be planted in groves, for every one must leave land for house lots, gardens and other fruit crops besides oranges, and other plantings of various kinds, and towns must have land, etc. Thus, actually, there is only a very small proportion of the lands in Florida available for orange growing for market, and people holding land which they can afford to keep need have no anxiety, as the lands will soon be absorbed, and, whilst the population of the United States is increasing rapidly, the area of orange lands is not. The consumption of oranges is rapidly increasing, and

lands in Florida *must advance to many times their present prices*. All Florida will soon be a vast winter boarding house, and visitors come to Florida to eat oranges, just as they go to Saratoga to drink mineral waters. Many millions are to be consumed in our own State annually. These considerations can only lead to the conclusion that, having regard to the quality of our fruit and our close proximity to the great American markets, all fears of overproduction must quickly vanish. The Florida orange, with all the increase in production, brings a better price than it did ten years ago, and, at half its present price, it can be grown with vastly better profits than crown the toils of the Northern or Western farmer.

OTHER SEMI-TROPICAL PRODUCTIONS.

No county in Florida produces a greater variety than Sumter. The extreme southern portions of the peninsula do slightly excel it in the growth of a few very tender plants, and some of the northern counties of the State may be better adapted, by annual frosts, to the cultivation of the peach and the pear tree, but Sumter exhibits as fine and extensive a blending of the temperate and tropical productions as can be found on the globe.

THE LEMON comes to bearing earlier than the orange, and is considered here about as profitable. The lemon is classed among the most useful fruits, and great attention is now being paid to its culture in Florida.

THE LIME grows more in the form of a large dense shrub than a tree. It comes into bearing earlier than the lemon, and is very prolific. Its fruit is smaller than the lemon, but is more acidulous. It is much prized where used, and is destined to be extensively introduced. The lime and lemon are more sensitive to cold than the orange,

THE GRAPE FRUIT grows more rapidly than the orange, yielding abundant harvests of pale yellow fruit vastly larger than the orange. The fruit has a juicy pulp, is cooling, acidulous and aromatic. It has been shipped profitably to Northern markets, and is securing a good commercial footing.

THE CITRON grows rapidly, and its fruit is well known to commerce.

THE PERSIMMON is found in an uncultivated state all through Florida. Many fruit growers are extensively grafting the Japan varieties on the wild stock, and have produced some superb fruit which has realized extreme prices.

THE GUAVA is a large shrub or bush growing larger than the quince of the Northern States. It comes to bearing from the seed in two or three years in favorable localities. It is a delicious dessert fruit capable of many uses, and from it are manufactured the finest flavored jellies of commerce. The guava bush is sensitive to frost, but in protected localities can be cultivated with large profit.

THE JAPAN PLUM tree is both ornamental and useful. The plum has a creamy white coloring and a very pleasing and sub-acid flavor.

THE POMEGRANATE is a large bush, with rich foliage and beautiful crimson flowers and fruit.

THE MULBERRY is a prodigy of rapid growth. It is valuable for shade and ornament, and yields a wholesome fruit.

THE FIG is readily propagated by cuttings, and grows to bearing in two or three years. Several varieties are here cultivated.

THE OLIVE comes to bearing in ten years from the seed, and can be grown in Florida to great perfection.

THE BANANA grows from ten to twenty feet high, and

is a beautiful and graceful plant. The fruit is highly nutritious and a great favorite.

THE PINEAPPLE is becoming very extensively cultivated in Florida. It requires a rich soil and protection during the winter, as it is easily injured by cold. An acre of properly prepared soil devoted to pineapples and well cultivated will yield at least five hundred dollars.

OTHER FRUITS.

THE PEAR.—The Le Conte variety has proved a success, and is being largely planted.

THE PEACH is cultivated all over Florida, and ripens in the early summer.

THE GRAPE.—Much of the Florida soil is admirably adapted to the vine. Wild grape vines six inches in diameter are found on the banks of streams, their long branches extending from tree to tree. The Scuppernong is more extensively planted in our county than any other, but a dozen other varieties are also cultivated with success. The Scuppernong vine attains here to enormous proportions. A gentleman on the Withlacoochee, three years ago, made one hundred and fifty gallons of wine (valued at \$2 per gallon) from the grapes that grew on two of these vines.

THE STRAWBERRY is extensively cultivated. Large shipments are made to the Atlantic cities as early as January, and some small fortunes have already been made in this business.

WILD BERRIES.—Two kinds of blackberries grow without cultivation. Huckleberries grow in the pine woods in great abundance, and during May and June many families gather them by the bushel.

WATERMELONS.—Vines of all kinds are among the easiest things grown in Florida. The watermelon grows

rapidly to great size on common land and has a superior flavor. It often weighs forty or fifty pounds. The melon ripens in early June and lasts until October. The vines grow without care amid grass or other crops. They often appear without planting, yielding a wonderful harvest.

MARKET GARDENING.

This is comparatively a new branch of industry in Florida. Six years ago it began to claim attention in the northern and middle portions of the State, and has since steadily drifted southward, where it seems destined to find its permanent home and achieve its greatest success. In South Florida, tomatoes, cucumbers and beans thus far have been the leading articles for shipment, and of these the tomato has been the most profitable. In this section of the State the fall and winter months are the best suited for vegetable growing. Beans, peas, cucumbers, potatoes, cabbages, tomatoes, etc., can be grown at seasons which command for them monopolizing prices. Five, six and seven hundred dollars per acre have been realized from cabbages, tomatoes and cucumbers. The great drawback thus far to early market gardeners has been the want of ready and reliable transportation facilities. This want, however, has now been most effectually removed by the Florida Southern Railway, which intersects the lands of the Sumter County Florida Land Company, thus affording all facilities for rapid shipment to the North and West. From Sumter county we can ship vegetables so early as to supply Jacksonville, Savannah and Charleston before anything can be produced in their own gardens. Large shipments are made to New York, Philadelphia, Baltimore, Cincinnati, Chicago, etc. Although we are a long way from the most populous Atlantic cities, gardening

is more remunerative here, where intelligently followed, than in New Jersey or on Long Island. It is the producer of *early* vegetables that reaps the reward. A barrel of vegetables in March or April will often bring more than a wagon load in September. Some believe that market gardening is destined to equal the orange business in importance. We do not share this view, but we certainly believe that no better field for both industries can be found on the continent than in Sumter county. Market gardening is rapidly assuming enormous proportions, and it is estimated that the shipments to the North and West of early vegetables from Florida this spring will amount to 500,000 crates.

POULTRY.

Raising poultry for the winter hotels is becoming a business of some importance. Immense numbers of visitors come to Florida during the winter, and large quantities of poultry are brought from the North to supply the hotels. The summer price of chickens is never below thirty cents each, and goes as high as seventy-five cents. Chickens can be hatched every month in the year, owing to the mildness of the climate, and spring chickens can be shipped to the North as early as March with large profit. Eggs are always in demand, and bring good prices, even through the summer. They never bring less than twenty cents per dozen, and advance to seventy-five cents per dozen in the height of the season.

CLIMATE.

The Florida peninsula stretches far down toward the equator. It lies in the exact latitude of Northern Mexico, Central Arabia, Hindoostan and China, but its

climate differs materially from that of all those countries. Many intelligent Americans believe to this day that Southern Florida, however pleasant in winter, can be nothing but a sickly, burning furnace in summer. This might be true but for two powerful mitigating natural agencies. First, the ocean breezes. This narrow belt of land is skirted on either side by vast bodies of salt water, where the rush of the Gulf Stream and trade winds creates an almost perpetual storm in the elements, thereby fanning continually this entire region, the elevated points getting the most of it. The breeze from the Atlantic usually prevails during the day, that from the Gulf setting in at the approach of evening. The other mitigating agency is the immense evaporation going up from the innumerable bodies of fresh water scattered so profusely throughout the interior. This evaporation, wafted and distributed by ærial currents, breathes through this entire region a moist, agreeable atmosphere, and besides providing for copious showers and dew, affords cool nights and refreshing sleep to the inhabitants. The summer here is long, but not excessively hot. Persons of means may rusticate where they choose, but it is not necessary to leave this part of Florida to avoid the heat. Persons come here from the North to shun the cold of winter, returning in summer on business, and not in order to escape the heat. The season cools gradually during September, gliding almost imperceptibly from summer to autumn, and from that until April the inhabitants wear a little more clothing, and most of the time need fire in their houses after sundown. The same causes that afford us such a genial climate in summer protect us also from the rigors of winter. Stiff ocean breezes with abundant inland waters keep away the frost, so that the tenderest plants often flourish unharmed through the entire year. The cold

waves which occasionally strike us only last for two or three days.

HEALTH.

None of the formidable diseases that exist North, and are so fatal to child life especially, such as scarlet fever, diphtheria, measles and conjestion are ever of a severe type in the Florida climate, and such things are not dreaded as they are in colder latitudes. It is of the rarest occurrence that any throat or lung trouble, neuralgia or rheumatism originate in Florida, and quite as rarely does its climate fail to be a benefit to visitors or settlers who come here affected with disorders of that nature.

Florida has not the enervating, debilitating influence incident to other countries in the same latitude. Some may be slightly debilitated here, but with many constitutions, quite the reverse is the case. This unusual salubrity is believed to result in part from our proximity to the sea in our insular position, causing us to breathe a pure and constantly renewing salt water air, and also from the absence of decaying matter on the high pine lands. There is also something wonderfully balsamic in the breezes of the pine forests. The prevailing disorder of Florida is of the liver, and in unhealthy localities takes the form of malaria. It is scarcely more prevalent here than along the Hudson or in New Jersey. Malaria is engendered by the mass of decaying vegetation found only in the swamps and densely wooded hammocks, and need not be apprehended by the settler who selects his home on the high pine lands, which are entirely free from any such source of sickness.

TO COMMERCIAL MEN.

Many of our correspondents are parties filling remunerative situations, but who, for various reasons, are dissatisfied with their positions in life.

The salesman has become tired of everlastingly drumming up customers. The cashier or book-keeper is troubled with dyspepsia or pneumonia. The close confinement to his duties has shattered his health. So, for a thousand and one reasons we are requested to give satisfactory advice in reply to their inquiries.

The conditions necessary to success in Florida are the same as in other parts of the world. The man without money must give his time and labor as an equivalent for capital. He must deprive himself of many comforts, and live a hard and laborious life for several years. The man of means can save his time and labor by purchasing for money, property ready for his personal attention, without having to deprive himself of any personal comforts, or suffer from the want of whatever he may consider necessities.

Mercantile men are not as a rule fitted to commence life in Florida under the conditions of the man without means. The clearing of land and heavy work connected with it is sufficient to dishearten the bravest of men, and few there are who could stand it. The advice we give to all parties depending upon a remunerative position is *to keep it*.

Salesmen, travellers, cashiers and book-keepers generally receive salaries of from \$1,500 to \$5,000 a year, and out of such incomes a few hundred dollars can be saved. By keeping your position and investing your yearly savings in the care of reliable parties, all of the arduous work and disasters that occur from the want of experience can be avoided. In three or four years the property will be in such good condition that the owner

can take charge of it himself and need have no serious inconvenience or discomforts to contend with.

Commencing life in Florida under these circumstances is far preferable to mercantile life in our larger cities. There is one thing assured. That is, *good health*. The open air life, the living upon your own property and the independence of procuring a livelihood under your own management, are far more satisfactory than receiving an income that may at any time be reduced or lost entirely.

The Sumter County Florida Land Company, having contracts for the planting of a number of groves, requires a large labor force. The concentration of this force enables them to accomplish more, and do better work than individuals could do for themselves. The managers of the Company have had many years' experience in the planting of groves, and, by purchasing trees in large quantities, they are able to procure a much better quality of tree than can be purchased by a new settler or private individual. The Company owns large mills and is supplied with stock, tools and appliances necessary for clearing lands, and all the most improved implements for cultivating purposes. By these means the Company can plant a grove cheaper than a private individual could do it himself, and at the same time produce a better grove and a handsomer property.

Should misfortune overtake the investor so that he cannot keep up his advances for the third or fourth year's cultivation, he has the advantage of not losing what he has already invested. *Improved property is always in demand*, and, should he find that he must sell out, his property can be sold at a good advance on the total amount of his outlay.

These considerations make his investment a sound one, and, at any time that a party should desire to sell, the company would be pleased to look to his interests.

Many professional men or clerks could spare \$250 to \$500 a year from their incomes or salaries, and in a few years would have a home and sufficient revenue from their groves to support them.

COST OF AN ORANGE GROVE.

In making estimates we have based our calculations on the lowest actual cost for which thorough good work can be done. We may say briefly that the best results can only be obtained by a liberal treatment of the trees, directed by the greatest care, experience and intelligence. We intend that no grove under our management shall be otherwise than a credit to ourselves, and a source of satisfaction and profit to our investors. We will plant an orange grove of any size at the rate of \$175 per acre. This includes the clearing, fencing, breaking the ground, orange trees, planting, fertilizing, etc., and will cover all the expenses for the first year. After this first cost, we will undertake the thorough cultivation, fertilizing, and care of the grove for \$50 per acre per year. The price of lands varies from \$15 to \$75 per acre, according to location. This estimate for planting groves and the price of lands will only be maintained for a limited time. Should parties require other fruit or ornamental trees planted, or their property improved in other ways, in any locality that may be selected for a residence, we will undertake to carry out their wishes at a reasonable cost. For further information address,

The Sumter County Florida Land Co., Leesburg, Fla.



OFFICERS OF THE
SUMTER COUNTY FLORIDA LAND CO.

J. A. R. DUNNING,
PRESIDENT.

M. W. COLLINS,
VICE-PRESIDENT.

GEORGE M. HUBBARD,
General Manager.

GEORGE HOLLINSHED,
Secretary

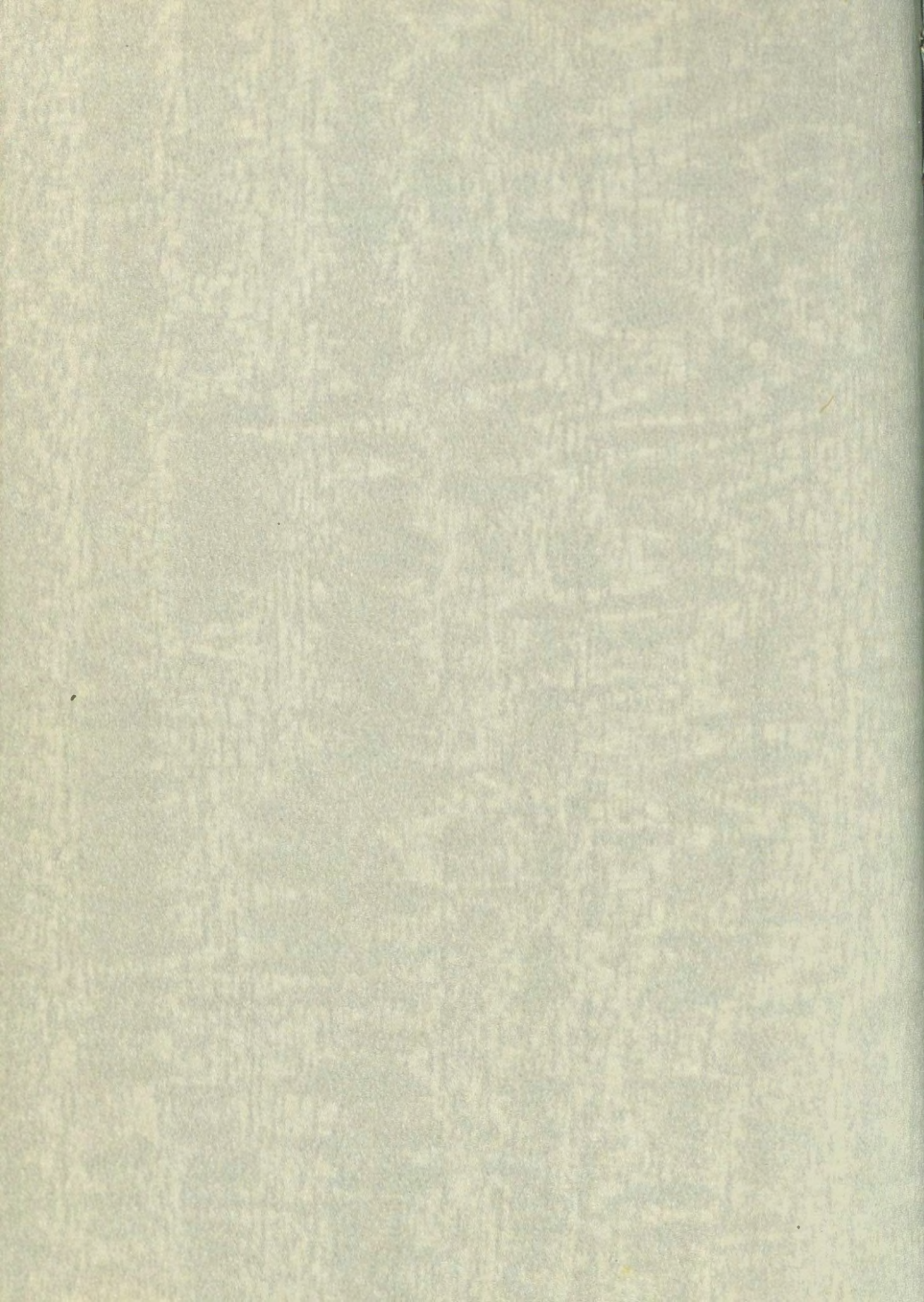
J. G. HERNDON,
Treasurer.

G. C. STAPYLTON,
Corresponding Secretary

COUNSEL :
HOCKER, MABRY AND FLOURNOY.

GENERAL OFFICES :
No. 19 Park Place, New York City,
Conant, Sumter county, Florida,
London, England.





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